

Raise the bar in skin relief.

DOUXO[®]S³
CALM



Pet's skin soothing is in good hands.

Bring maximum relief with DOUXO[®] S3 CALM and its new highly convenient shampoo bar, making soothing skincare a safe and joyful bonding experience.



MAXIMIZED
PERFORMANCE



MAXIMIZED
TOLERANCE



MAXIMIZED
CONVENIENCE



MAXIMIZED
DELIGHT



Atopic Dermatitis:

common & highly demanding

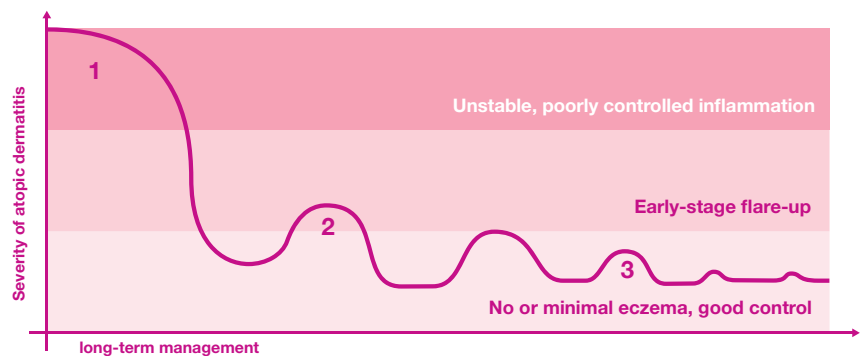
Atopic dermatitis is a common condition in dogs and regular care is mandatory for all atopic pets. This is a challenging condition for pets, owners and veterinary staff.

A HIGH PREVALENCE

to **10**
15 %

of dogs suffers from Atopic Dermatitis¹.

A LIFELONG CONDITION WITH PERIODS OF FLARE-UPS AND REMISSION



Ongoing care is needed to help delay the onset of the next crisis.



The use of topical products should be the rule in pets as they are in children²

BENEFITS OF TOPICAL PRODUCTS



Applied directly on the target organ for direct action.



Can soothe the itchy, irritated skin



Help restore the damaged skin barrier



Can support the healthy microbiota and prevent germ overgrowth



Compliance of multimodal approach all year long requires highly convenient solutions

NEW DOUXO® S3 CALM Shampoo Bar:

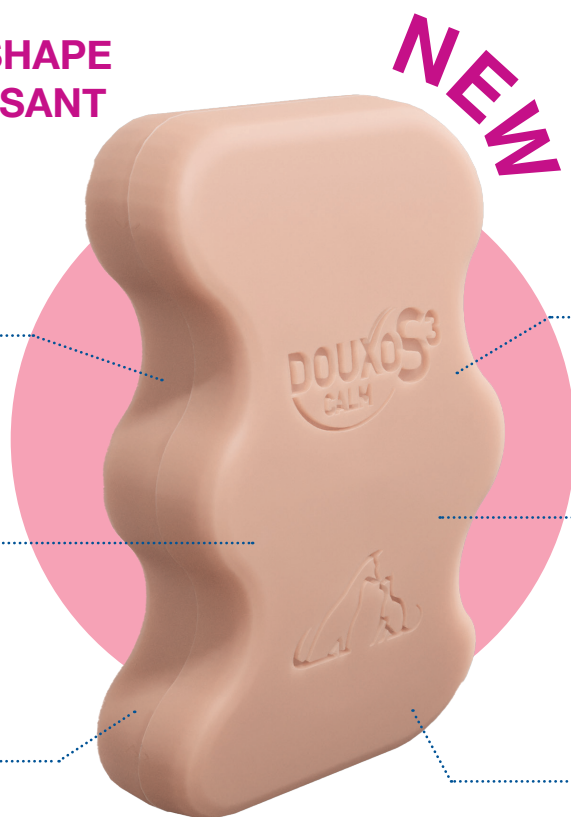
Maximum convenience and delight

AN ERGONOMIC SHAPE AND A VERY PLEASANT FORMULA

An exclusive shape, **easy to handle**, less slippery.

A **concave shape** that follows the body's contours.

A tool providing a **very pleasant** massage.



Foams quickly and abundantly.

Rinses quickly and easily.

A **hypoallergenic** summertime fragrance chosen by pet owners.



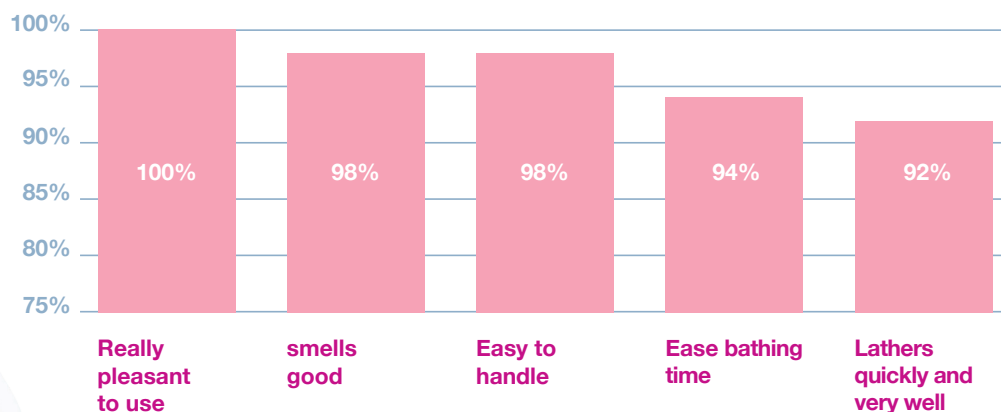
FOR MAXIMIZED COMPLIANCE



9/10 global satisfaction³



82% prefer Shampoo Bar vs Liquid shampoo³



DOUXO® S3 CALM range:

Maximum performance & tolerance

PROVEN EFFICACY



OPHYTRIUM

Purified natural ingredient with a simultaneous threefold action on the skin barrier ecosystem.⁴⁻⁶

- Strengthens the skin barrier
- Soothes the skin
- Equilibrates the microbiota

PROVEN SAFETY

soap, nanoparticles, sulphate, paraben, silicones, phthalates, colourant.

FREE

Hypoallergenic fragrance.



Adjusted pH for promoting a rich and diverse microbiota.



even in acute condition of exposure (frequency and quantity)⁷

COMPLETE LONG-TERM SOOTHING ROUTINE

For whole body:



1 shampoo regular or bar
to clean the fur and skin
On first week



Mousse 3 times a week
for performance
For 3 weeks

Renewable protocol

For localized areas:



Pads once a day
for immediate soothing

Can be combined with shampoo and mousse



References : 1. Hillier A, Griffin C (2001) The ACVD task force on canine atopic dermatitis (I): incidence and prevalence. Veterinary immunology and immunopathology/ vol/81/issue/3 Pages 147-151. 2. AAAAI/ACAAI JTF Atopic Dermatitis Guideline Panel (2023) : Atopic dermatitis (eczema) guidelines: American Academy of Allergy, Asthma and Immunology/American College of Allergy, Asthma and Immunology Joint Task Force on Practice Parameters GRADE-and Institute of Medicine-based recommendations. AnnAllergy Asthma Immunol 132 (2024) 274-312. 3. Vistapet sudy, 2025, 91 dogs 4. Ollivier E., Zemirline C., Amalric N., et al. (2019) Efficacy of the ingredient A97614A1 in a model of reconstructed human epidermis stressed by cytokines. BSAVA Congress Proceedings 2019; Gloucester: BSAVA, pp 442-443. 5. Ollivier E., Zemirline C., Marchand L., et al. (2019). Effect of the ingredient A97614A1 on the adhesion and biofilm formation of *Staphylococcus pseudintermedius* in a model of reconstructed canine epidermis. Proceedings of the 62nd BSAVA Congress. Birmingham, UK, April 4-7th, p.4427. 6. Cózar A., Gatellet M., Zemirline C., et al. (2019). Effect of Ophytrium on the adhesion of *Pseudomonas aeruginosa* and *Streptococcus canis* in a model of reconstructed canine epidermis. Proceedings of 2023 NAVDF. Seattle, USA, May 9-12th. 7. Internal data.

